00:15:00

ORDER

Orders Order / Rev: 706100 06275157 Alt Order #: **CROSSROADS GPS** Product Desc: WKYC Estimate: 1215 08/15/12 - 08/21/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 08/13/12 / 08/13/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave. Suite 306 Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% **Crossroads GPS** Advertiser Name: Demographic: A35+ New Business Thru:

Product Codes: IS-Candidate/Presidential,IS-Candidate/ Order Separation:

Priority: P-2 Advertiser External ID:

Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan **Totals**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	74	\$103,450.00	\$87,932.50	August 2012	74	\$103,450.00	\$87,932.50	0.00
					Totals	74	\$103,450.00	\$87,932.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share Share Total WKYC 17% \$103,450.00 Market 100% \$608,529.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	29%	\$176,473.53
WJW	10%	\$60,852.94
WOIO	16%	\$97,364.71
WUAB	28%	\$170,388.24

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	08/15/12	08/17/12	M-F 6-7a	CM	6a-7a	WГF	:30 6	\$1,000.00 P-2	0.00 NM	6	\$6,000.00
			Channel 3 News 7	Today @ 6AM							
2X PER	DAY										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/	13/12	08/19/12	WГF	6	\$1,000.00	0.00					
E 2 WKYC	08/15/12	08/17/12	M-F 7-9a Today	СМ	7a-9a	WГF	:30 6	\$1,000.00 P-2	0.00 NM	6	\$6,000.00
			Today Show								
2X PER	DAY		-								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/	13/12	08/19/12	WTF	6	\$1,000.00	0.00					
E 3 WKYC	08/15/12	08/17/12	M-F 9-10a Today I	I CM	9a-10a	WTF	:30 6	\$400.00 P-2	0.00 NM	6	\$2,400.00
			Today Show II								
2X PER	DAY		•								

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WKYC

Order / Rev: 706100

100 Advertiser:

Alt Order #: 06275157 Product Desc: CROSSROADS GPS

Flight Dates: 08/15/12 - 08/21/12 Estimate: 1215

Ln Ch Sta	ırt End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC 08/1	5/12 08/17/12	,	II CM	9a-10a	WTF	:30	6	\$400.00 P-2	0.00 NM	6	\$2,400.00
2X PER DAY		Today Show II									
Start Dat Week: 08/13/12		<u>Weekdays</u> WTF	Spots/Week 6	Rate \$400.00	Rating 0.00						
E 4 WKYC 08/1			CM	5p-6p	WTF	:30	6	\$750.00 P-2	0.00 NM	6	\$4,500.00
		Dr. Phil		op op	,,,,,	.00	Ū	ψ. σσ.σσ	0.00		ψ ι,σσσισσ
2X PER DAY Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		WTF	6	\$750.00	0.00						
E 5 WKYC 08/1	5/12 08/17/12		CM	6p-630p	WTF	:30	3	\$2,000.00 P-2	0.00 NM	3	\$6,000.00
1X PER DAY		Channel 3 News	at 6p								
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		WTF		\$2,000.00	0.00	.20		\$2,000,00 D, 2	0.00 NIM		\$6,000,00
E 6 WKYC 08/1	5/12 08/17/12	Nightly News Nightly News	СМ	M-Su 6:28p-	7p W- F	:30	2	\$3,000.00 P-2	U.UU INIVI	2	\$6,000.00
1X PER DAY											
Start Dat Week: 08/13/12		<u>Weekdays</u> W- F	Spots/Week 2	Rate \$3,000.00	Rating 0.00						
E 7 WKYC 08/1		M-F 7-730p	CM	7-730p	WTF	:30	3	\$1,400.00 P-2	0.00 NM	3	\$4,200.00
1X PER DAY		Channel 3 News	at 7P								
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	WTF	3	\$1,400.00	0.00						
E 8 WKYC 08/1	5/12 08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	aWTF	:30	6	\$850.00 P-2	0.00 NM	6	\$5,100.00
2X PER DAY		Tonight Show									
Start Dat Week: 08/13/12		<u>Weekdays</u> WTF	Spots/Week 6	Rate	Rating 0.00						
E 9 WKYC 08/1			CM	\$850.00 11P-1135P	WTFS-	:30	7	\$2,800.00 P-2	0.00 NM	7	\$19,600.00
		Late News (M-Su						* -,••••			* ,
2X W-F, 1X S Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		WTFS-	7		0.00						
E 10 WKYC 08/1	5/12 08/15/12		CM	10-11p	W	:30	1	\$4,500.00 P-2	0.00 NM	1	\$4,500.00
Start Dat	e End Date	Wed Prime C Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		W	_	\$4,500.00	0.00						
E 11 WKYC 08/1	7/12 08/17/12		CM	10-11p	F	:30	1	\$4,000.00 P-2	0.00 NM	1	\$4,000.00
Start Dat	e End Date	Fri Prime C Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		F		\$4,000.00	0.00						
E 12 WKYC 08/1	8/12 08/18/12		CM	7a-9a	S-	:30	2	\$900.00 P-2	0.00 NM	2	\$1,800.00
Start Dat	e End Date	NBC Today Show Weekdays	v (Sa) Spots/Week	Rate	Rating						
Week: 08/13/12		S-	2	\$900.00	0.00						
E 13 WKYC 08/1	8/12 08/18/12	Sat 730-8p Sat 730-8P	СМ	730-8p	S-	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	S-	1	\$500.00	0.00						
E14 WKYC 08/1	8/12 08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:	S-	:30	2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		S-		\$1,400.00	0.00						

Crossroads GPS

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WKYC

Order / Rev: 706100

700100

Advertiser: Crossroads GPS

Estimate:

Alt Order #: 06275157

Product Desc: CROSSROADS GPS

Flight Dates: 08/15/12 - 08/21/12

1215

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 08/18/12 08/18/12 E 14 WKYC Sat Prime B 9-10p :30 2 \$1,400.00 P-2 0.00 NM \$2,800.00 (9:00 PM-10:00 PM) Sat Prime B Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 2 \$1,400,00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 NKYC 08/13/12-08/19/12 Sat Prime B 9-10p (9:00 PM-10:00 F - - - - Sa- -:30(\$1.400.00) 0.00 NM See MG 14.3.14.4 2 NKYC 08/13/12-08/19/12 Sat Prime B 9-10p (9:00 PM-10:00 F - - - - Sa- -:30(\$1,400.00) 0.00 NM See MG 14.3.14.4 3 NKYC 08/13/12-08/19/12 Sat Prime Other ----Sa--:30 \$1,400.00 0.00 NM Various MG for 14.1,14.2 4 NKYC 08/13/12-08/19/12 Sat Prime Other :30 \$1.400.00 0.00 NM Various ----Sa--MG for 14.1,14.2 E 15 WKYC 08/18/12 08/19/12 SS 9-1030a CM 9a-1030a Sa/Su ---- SS :30 2 \$850.00 P-2 0.00 NM \$1,700.00 Channel 3 News 9am Sa/Su 1X PER DAY Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 08/13/12 08/19/12 ----SS \$850.00 0.00 \$2,000.00 E 16 WKYC 08/18/12 08/18/12 Sat 6-630p СМ 6-630p ---S-:30 \$2.000.00 P-2 0.00 NM Channel 3 News at 6P SAT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 ---S-\$2,000.00 0.00 F 17 WKYC 08/19/12 08/19/12 SUN TDY СМ 8a-9a ----S :30 \$850.00 P-2 0.00 NM \$850.00 NBC Today Show (Su) Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/13/12 08/19/12 \$850.00 0.00 E 18 WKYC 08/19/12 08/19/12 Meet the Press CM 1030a-1130a ----S :30 1 \$2.500.00 P-2 0.00 NM \$2.500.00 Meet the Press Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 ---S \$2,500.00 0.00 12-1230p /Su E 19 WKYC 08/19/12 08/19/12 Su 12-1230p СМ ----S :30 \$250.00 P-2 0.00 NM \$250.00 Channel 3 News at Noon Su Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 \$250.00 0.00 E 20 WKYC 08/20/12 08/21/12 M-F 6-7a CM 6a-7a МТ----:30 2 \$1,000.00 P-2 0.00 NM 2 \$2,000.00 Channel 3 News Today @ 6AM 1X PER DAY Start Date **End Date** Spots/Week Rate Weekdays Rating Week: 08/20/12 08/26/12 MT----2 \$1,000.00 0.00 E 21 WKYC 08/20/12 08/20/12 M-F 7-9a Today CM 7a-9a M- - - - -:30 1 \$1.000.00 P-2 0.00 NM \$1,000.00 **Today Show** Start Date Weekdays Spots/Week **End Date** Rate Rating M- - - - -08/26/12 Week: 08/20/12 \$1,000.00 0.00 E 22 WKYC 08/20/12 08/21/12 M-F 9-10a Today II МТ----\$400.00 P-2 CM 9a-10a :30 0.00 NM 2 \$800.00 Today Show II 1X PER DAY Spots/Week Start Date **End Date** Weekdays Rate Rating МТ----Week: 08/20/12 08/26/12 \$400.00 0.00 M-F 5-6p E 23 WKYC 08/20/12 08/20/12 \$750.00 P-2 CM 5p-6p M- - - - -:30 0.00 NM 1 \$750.00 Dr. Phil Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/20/12 08/26/12 M----\$750.00 0.00 CM 1 \$2,000.00 P-2 E 24 WKYC 08/20/12 08/20/12 M-F 6-630p 6p-630p M- - - - -:30 0.00 NM \$2,000.00 Channel 3 News at 6p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 \$2,000.00 0.00 M- - - - -E 25 WKYC 08/20/12 08/20/12 Nightly News CM M-Su 6:28p-7p :30 1 \$3,000.00 P-2 0.00 NM 1 \$3,000.00 Nightly News Start Date **End Date** Weekdays Spots/Week Rate Rating

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WKYC

Order / Rev: 706100

Advertiser: Crossroads GPS

Alt Order #: 06275157

CROSSROADS GPS Product Desc:

Flight Dates: 08/15/12 - 08/21/12 Estimate: 1215

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 25 WKYC 08/20/12 08/20/12	3 . ,	M-Su 6:28p-7	р М	:30 1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
	Nightly News							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/20/12 08/26/12	M 1	\$3,000.00	0.00					
E 26 WKYC 08/20/12 08/20/12	M-F 7-730p CM	7-730p	M	:30 1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
	Channel 3 News at 7P							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	M 1	\$1,400.00	0.00					
E 27 WKYC 08/20/12 08/21/12	Tonight Show CM	1135p-1237a	МГ	:30 4	\$850.00 P-2	0.00 NM	4	\$3,400.00
	Tonight Show							
2X PER DAY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	МГ 4	\$850.00	0.00					
E 28 WKYC 08/20/12 08/20/12	LN (M-Su) CM	11P-1135P	M	:30 1	\$2,800.00 P-2	0.00 NM	1	\$2,800.00
	Late News (M-Su)							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	M 1	\$2,800.00	0.00					
E 29 WKYC 08/20/12 08/20/12	Mon Prime C CM	10-11p	M	:30 2	\$2,800.00 P-2	0.00 NM	2	\$5,600.00
	Mon Prime C	•						
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	M 2	\$2,800.00	0.00					

Totals 74 \$103,450.00